

TRIANGLE

TRIANGLE LAUNCHES FIRST IMAGE CAMPAIGN WITH TATJANA PATITZ

As it embarks on independence from Autumn/Winter 2105, TRIANGLE is launching the first image campaign with supermodel Tatjana Patitz. The brand, which puts an end to dated pigeon-hole thinking, is aimed at strong, authentic women who are not defined by their dress size. Tatjana Patitz, who was one of the most sought-after models in the world in the 90s, is the perfect embodiment of the confident, independent TRIANGLE woman. Undeniably young at heart, and as interested in trends and fashion as ever, she translates the attitude to life of the TRIANGLE brand identity in a modern picture language.

Tatjana Patitz presents the new TRIANGLE Autumn/Winter collection for 2015 on the photo shoot with photographer Tina Luther. The setting has deliberately been reduced. The clean grey background puts the focus on the model and the TRIANGLE looks.

The collections shown combine casual chic with relaxed coolness. Fashion in harmonious colour worlds that is casual, but also feminine and modern. One important key look is the O-shape coat in imitation leopardskin, which is worn with a matching jumper and black leather leggings. Tatjana Patitz also found her favourite item: „I've fallen in love with a puristic, stone grey oversized woolen coat. It's a real all-rounder - and as relaxed and versatile as I am.“

Starting in August 2015, the new campaign motifs will be used globally in internal and external communications and digital and stationary presentations.

Additional informations about the TRIANGLE image campaign

*Photographer: Tina Luther
Styling: Claudia Engelmann
Make-up: Loni Bauer
Hair: Gregor Mekris*

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